

# THE FARMVILLE HERALD.

HONOR FOR THE PAST, HELP FOR THE PRESENT, HOPE FOR THE FUTURE.

VOL. XVI.

FARMVILLE, VA. FRIDAY, MARCH 2, 1906.

NO. 21

## The Opportunity That Comes



**BUT ONCE IN A LIFE TIME**



is now in the hands of the Great Western Mercantile Company, with strict orders to sacrifice at once, owing to the enormity of this great dispensation of new clothing, shoes, ladies' and gents' furnishings. The store will be closed up nearly a week to prepare, mark down, cut and slash every stitch in the house to next to nothing prices.

**BEGINNING FRIDAY, FEBRUARY 23, 1906, AT 8:45 A. M.**

The Great Western Mercantile Co. will open a 15 days sale on Kaplan's doomed stock, to be sold without reserve or limit. The Great Mercantile Co., buyers of assignee and salvage stock of any kind, act as administrators of estates, trustees and conductors of sales. Is the largest institution of its kind in the world. Operates stores and warehouses in all principal cities in the United States. Merchants from the city or country who desire to purchase portions of this stock must call between the hours of 9:00 and 10:00 A. M., as all other hours must be reserved for our immense retail trade.

*Read These Profitless Quotations.*

*Read the Mute But Crushing Prices.*

Men's Collars 15 cents value.....1c	Laces and Embroidery worth 10, 15 and 25c per yard, to go at 1c to 7½c per yard.	100 Jackets, your choice for \$1.98. Men's and ladies' heavy fleeced shirts and drawers, 75c value for 36c.	300 overcoats \$5 and \$10 values, from \$3.12 to \$5.98.
Handkerchiefs 5 cents value.....2c	Ladies hats \$3, \$4 and \$5 values, your choice 98c.	All wool shirts and drawers \$1.50 value for 69c.	400 pair pants for less than 39c on the dollar.
" 10 " ".....4c	Skirts \$2 value, 98c; \$4 value, \$1.98; \$6 value, \$3.72.	1,000 dress shirts, worth from 50c to \$1.50, from 19c to 69c your choice.	The largest stock of shoes in the South for less than 39c on the dollar.
Neckties 50 cents value.....19c	Bed ticking, 4½c per yard 10c value.	Men's suits black, \$5 value, \$2.39; \$7.50 kind for \$3.23.	Men's hats \$2 and \$3, \$1.39.
" 25 " ".....3c, all silk	Bleaching 10c value, 6½c. Sheet 8c value, 5c.	1,600 suits men's, youth's and children's sizes. Sizes 3 to 48 for less than 39c on the dollar.	Blankets \$1.50 value, 69c. 25c Ribbon 11c per yard.
Suspenders 20 cents value.....8½c	1,000 yards worsteds, all colors, worth 20c for 8c.		Kabo and Beauty corsets, value \$1.00 and \$1.50, 72c; 75c value 39c.
½ Hose 10 cents value.....3½c	Plant bed cloth 13½c. Calicos, 500 yards, 6c, 2½c.		
½ " 20 " ".....8c	5,000 yards dress goods, all kinds and colors, 36 to 54 inches, value from \$1 to \$3 per yard for less than 39c on the dollar.		
All Wool Hose.....14c			
Gloves \$1.00 kind.....68c			

## STOP, LISTEN, THINK and Consider

That no Man, Woman or Child who can reach M. KAPLON'S STORE in person ought to allow this opportunity to pass them. Who of you will miss this opportunity? Who of you will refuse to buy Clothing, Shoes, Hats, Dry Goods, and Ladies' and Gent's Furnishings at such slaughtering prices? Who in all this broad land would not go miles out of the way in order to secure such wonderful bargains? Need we say more? Are not the forgoing statements eloquent beyond the power of praise? Prices hold good for 15 days only. Let nothing keep you away. Come and test our statements.

Every department is effected; every section fairly ablaze with amazing bargains. Beyond a shadow of a doubt the grandest sale in the history of Kaplan's store. That the great sale will be the centre of attraction

**Friday, February 23, 1906**

is a foregone conclusion, and it will be a practical money saver in town. Who would stay away from such a bargain feast?

We guarantee to sell exactly as advertised. We ask you to come and test our statement. Don't miss this golden opportunity; this sale is only at KOPLAN'S. Counters piled high, stacks and stacks of fine merchandise will be likened to powerful magnets which will draw crowds for miles and miles around. Stock upset people in confusion. People excited, waiting, looking, talking and wondering how we can cope with crowds that will pour in. Don't miss this sale, look for the large blue banner. There will be a crowd and you will be jostled by pleasant, good natured people. Sale opens Friday, February 23, 1906.

Mark the Date. Mark it Well. Let Nothing keep You Away. The Hour is Set. The Date You Know.

The Great Western Mercantile Company,

# AT KAPLON'S STORE

OPPOSITE RICHARDSON & CRALLE'S,

# Farmville. Va.